

THE EVERGLADES NEWS

Published Weekly by
THE EVERGLADES NEWS
COMPANY, INCORPORATED
AN INDEPENDENT NEWSPAPER
ISSUED EVERY FRIDAY
Entered at the post office at Canal
Point, Fla. as second class matter.
... KATHLEEN BOWMAN
... Editor and Manager
... PAUL HARDIN
... Managing Editor

There political parasite, don't
you say? Fred Cone'll get you by
and by.

The first month of the new year
hasly half gone. What have you
accomplished so far?

Loud yells at foot ball games
have been known to produce re-
sults. Why can't loud yells about
other things accomplish results?
If that's possible let's get to-
gether on "REBUILD DEATH'S
HIGHWAY."

The Blue Devils are at it
again. They're playing a game
with an excellent
Whether the boys are
in foot ball or basket ball tops
they're all and an excellent
them. Let's everyone of us in the
Glades support them in their net
conflict.

A NEW STATE
HIGHWAY BOARD
With the advent of Governor
Fred P. Cone's administration a
new highway board assumed ef-
fice, and it is the hope of every
resident of this state that this
board will be fit to visit the
Lake Okechobee region at a very
early date. There is no section of
Florida that needs immediate at-
tention to highway conditions
more than the Lake region.

It has been stated that
Crestview Highway 25 from
Belle Glade to West Palm Beach
will little has been done about it.
The road has been in a state of
neglect for a long time. A ma-
jority of a death trap, into a
boulevard cannot take place over-
night. But, we do believe that
this particular stretch of highway
should be in the forefront of the
new board's program. It should
be placed up as No. 1 project for
this group of gentlemen who are
pledged to provide good and safe
highways for a thriving and
prosperous state.

The Lake Okechobee region is
fortunate in having a man from
Fahoke named as a member of
this important board. Mr. J. W.
Bateman of Fahoke was the
choice of the new governor to rep-
resent this division of the state
on the board. We who know Mr.
Bateman feel sure that he will
lose no time in putting our case
before all members of the board.

We suggest an inspection trip
by members of the board over the
highways around Lake Okechobee
in order that they may see, first
hand conditions as they exist. We
suggest that they be shown the
present place where the highway
cut through the swamp, and be
outfitted into death-dealing can-
yons. We suggest that they be in-
formed of the heavy traffic over
our "one outlet to the coast."
We suggest further that they come
into our midst for a day or two
and see our conditions. We suggest
they make such a trip they will
be received warmly by all. And
as a result of their trip should
they improve the highway con-
ditions in this section they will
have made for themselves and
the present administration a group
of life-long friends.

FRED P. CONE'S
ECONOMY MEASURES
Highway boards and bureaus
in Florida must learn to economize
if the present leaders are to retain
their jobs. At least that is what
the hazy-gatherers from the ut-
terances of Fred P. Cone, the
state's newly inaugurated governor.

The Lake City lawyer-banker
has issued orders in no uncertain
terms to those who conduct the
state's affairs and to those who
point it begins to look like they
know what the head of the new
administration really intends to
do. The state's new governor, son
of the soil and a practical
business man the new governor
has his own definite ideas about
how much money the state can
operate a corporation the size of
the state of Florida.

At the present time are being
lopped from the pay roll and ef-
ficiency is demanded from those
who remain. Departments man-
aged during the past four years by
twice the number needed, will
learn within the next few months
how to operate on an economically
sound basis. The state's new
state government may have to
bring forth some explicit examples
of economy in government before
those under him will be satis-
fied they must.

Following every election there
are certain "political debts" that
must be paid by the victor at the
polls. However, in the case of the
new governor it is thought by
those who know him that these
debts will be used to the Nth de-

What Some of Florida's Newspapers Think of Governor Cone

CRESTVIEW MESSENGER:

Upon checking the list of per-
sons employed by the state of
Florida, we find only a few
native Floridians therein. Every-
time we look into this book, we
remember those words of Fred
P. Cone in his closing campaign
speech: "You Florida crackers have
got plenty sense and are entitled to
this work." Mr. Cone is a man
of his word and we believe he
will fulfill his promises.

PLANT CITY COURIER:

Governor Cone has not set
speech at the inauguration cere-
monies at Tallahassee Tuesday.
He merely talked to the thousands
gathered there outlining in a ten-
tative way his proposed program
of activities as chief executive, by
and with the aid of the legisla-
ture. In opening his address he
declared: "I recognize my in-
ability to perform the many things
expected of me, but if I make any
mistake, I want you good people
to know that they will be the
head and not of the heart."

"That is encouraging. The gov-
ernor does not claim to know
all. He is not denigrating. He is
not over-confident. He will, ap-
parently, plod along the beat he
knows how. And after all, that is
what the people of the state want.
A man who takes his office seriously, who is public-spirited,
a job to be performed in the service
of the state and the people of the
state. Governor Cone appears to
be just such a man. It is to be
hoped that he will live up to those
lines as he carries on through his
four-year term. Greatness does
not come from the mouth of a
spectacular, but rather in the
everyday business of doing the
job that is before him in the
way and governed by common
and practical sense."

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STUART DAILY NEWS:

Governor Fred Cone's prompt
refutation of Dave Sholtz's out-
burst of Daytona Beach officials will
endor him right off the bat to
persons who believe in fair play—
and there are a lot of these in
Florida. Our state has suffered
four years from Dave's ill-timed
and unfair removal from office of
his political enemies and his con-
sistent ignoring of the misdeeds
in office of men who supported
Sholtz. Cone's administration
starts with a note of confi-
dence. More power to him.

BARBEE COUNTY HERALD:

In Governor Cone's favor is the
fact that the people of Florida are
expecting great things of him. His
past record is in favor of this ex-
pectation being fulfilled.

OCALA STAFF:

Had a long delay from Gov-
nor Fred Preston Cone's colorful
inaugural ceremonies in Tallahassee
yesterday, numerous Marion
counties, a bit tired from nervous
tension and their auto trips, but
enthusiastic about what they saw in the
state capital, today told us con-
vinced of three particular things:

Marion county has its own Fred
Preston Cone in appearance—in
the person of former Legislator
John R. Rogers of Lynde;

The Ocala high school band
stood outside the state depart-
ment, a bit of a crowd of
municipal organizations that
marched in the parade;

And—
Florida's new career governor
is going to save money for the
taxpayers; rout out some of the
rottenness that has permeated cer-
tain of the state departments,
and keep most of Florida's popula-
tion informed of what's going on,
and in the language they can
understand—a genuine Florida
career English.

THINGS WE CAN DEFEND ON IN 1937

As the new year begins, one of
the most important things to con-
sider what are the principles, the
policies, and the rules of life and
conduct that we can depend on
for the future. Instead of alter-
ing things we know we will not fail
in when we lean on them during the
year ahead. In The Progressive
Farmer a New York sermon by
Rev. J. W. Holland presents one
such list. Says Dr. Holland:
"I am dead sure of these things:

NEWSPAPERS:

Merchants and professional men
who may have some doubt about
the value of advertising, should
read the following appearing in
the National Canvass Goods Man-
ufacturers Association in the form
of a list, under the subject: "Are
you using your newspaper?" and
reproduced recently in the Sam-
sona Herald.

1. Newspaper reading is a universal
habit. Newspaper advertising
therefore, reaches virtually all
who read and buy.

2. A newspaper advertisement can
always be seen by the reader.
The newspaper advertiser, as
part of the complete
paper, goes into the home as a
welcome guest.

3. The newspaper advertisement
can have as much news value
and read interest as the
news item.

4. The amount of text used in
newspaper advertisements is de-
pendent only upon the size of the
space.

5. Newspaper advertising is quickly
controlled.

6. Newspaper advertising may be
adjusted to different conditions.

7. Newspaper advertising en-
ables manufacturers and dealers
to state where their products may be
bought.

8. Newspaper advertising is in-
expensive. Merchants have a
greater chance of covering more
files, for less money than any
other form of advertising.

9. Newspaper advertising is
known and is comparatively un-
affected by daily change.

10. Nearly all of a newspaper's
circulation is concentrated in its
own market.

11. Newspaper advertising re-
duces selling costs because it en-
tails no waste in circulation. This
helps reduce costs for the con-
sumer.—Sanford Herald.

WEATHER

Temperature and rainfall at
Canal Point, Florida. Week end-
ing January 10, 1937.

| Date | Max. | Min. | Rain |
|---------|------|------|------|
| Jan. 4 | 85 | 63 | 25 |
| Jan. 5 | 83 | 60 | 25 |
| Jan. 6 | 82 | 60 | 25 |
| Jan. 7 | 80 | 57 | 25 |
| Jan. 8 | 82 | 60 | 65 |
| Jan. 9 | 82 | 62 | 67 |
| Jan. 10 | 83 | 69 | 00 |
| Average | 82 | 60 | 35 |

Total rainfall since January 4,
10.137

TOO LATE TO CLASSIFY

By Russell Kay.

The old gag about "grapefruit
in the public eye" is about to be
revived in a great big way, for
starting this week, 37,000 chain
food stores throughout the nation
will feature grapefruit in their
advertising with attractive
displays, radio talks, demonstrations
and newspaper advertising,
with the view of making folk-
conscious.

When Mrs. America visits her
neighborhood grocer this week,
whether in Maine or Mississippi,
she will encounter enticing grape-
fruit displays, be confronted with
attractive grapefruit placards and
asked to sample salads and other
food pantries made from fresh
grapefruit.

When she checks the newspaper
ads of her local grocers, she will
find them containing special of-
fers on Florida grapefruit. Over
her radio she will receive timely
suggestions as to how grapefruit
may be prepared and how health-
ful and tasty this delightful fruit
is.

Grapefruit growers of the na-
tion this season found themselves
behind the eight ball with a crop
of twenty-nine million boxes—
ten thousand boxes in excess of
normal production and it began to
look like the only thing we could
do about it was hang a lot of
crepe on packing house doors and
order another carload of red ink.

Florida citrus growers, in a
panic, called for help. They ap-
pealed to the government, to the
public to everybody and just
when things looked darkened this
S. O. S. reached the ears of Florida
food chain operators.

As members of the National
Association of Food Chains, they
knew it was an established policy
of their organization to render
practical relief whenever possible
to aid farmers and growers in
moving surplus crops.

These same Florida store own-
ers in the past had been called
upon to help farmers of other
states by pushing the sale of can-
ned peaches, dried fruits or some
other crop—so why couldn't Florida
growers now enjoy similar
cooperation and the grocers of
Florida be called upon to render
campaign to push the sale of
grapefruit?

The matter was taken up with
national headquarters and word
came back that if the growers and
shippers would give the necessary
cooperation it could and would be
done. A meeting of representa-
tives of growers and shippers was
called. The Citrus Commission
lent its support. Difficulties were
ironed out and today the "great-
est" grapefruit promotion and
sales campaign ever undertaken
is under way.

Here is a "Recovery Act" that
is a recovery act. Through the
cooperation of the chain grocers
of the nation, Florida grapefruit
sales will be pushed as they have
never been pushed before. Hun-
dreds of brand new markets will
be opened up. Thousands of new
customers will be reached and if
the plan proves successful, all in-
dications are it will, similar
campaigns can be conducted in
future seasons with the result that
the per capita consumption of
grapefruit will be doubled or tri-
pled.

I have learned another fact
about happiness. I can't make
myself happy apart from contacts
with other people. If I try to make
another person happy, I always
get a part of the glow reflected
to my own heart. We cannot lift
ourselves out of the earth by pulling
on our bootstraps, but we can lift
our souls into the presence of
Christ by trying to lift someone
else.

"I have learned that as a book
for personal guidance, both in
thought and action, there is none
equal to the Bible. I pass by the
wonder disputes of men about the
inspiration of the Bible and look
into its inspiring pages, and am
myself inspired by what I find
there."

"I have learned that Christ's
greatest teaching will fit into my
daily life and that His example
will act as a corrective for every
weakness I discover within my-
self."

The United States is the largest
producer of wheat in the world,
and it is the only country in the
world in spite of the fact that little
wheat is still left.

Grain-mills in Kansas City grind
between 80,000,000 and 90,000,000
bushels of Kansas wheat an-
nually.

BLACK-DRAUGHT

will push grapefruit just as hard
as the chains do, thus gaining an
equal advantage from the national
advertising and promotion ef-
fort and at the same time holding
their own on a competitive basis.
All Florida is indebted to the
National Association of Food
Chains and to the 37,000 mer-
chants who comprise its member-
ship, and should be equally grate-
ful to the Florida Chain operators
and citrus leaders whose tireless
effort has succeeded in bringing
all interests together and making
this great national campaign
possible.

Shipping at chain stores during
the next legislative session will
not be as popular an indoor sport
as it was the last session, at least
not as far as legislators from citrus
producing areas are con-
cerned.

And while we're on the subject
of citrus promotion, let me remind
you that the 1937 Florida Orange
Festival will open in Winter Ha-
ven, Monday, January 18th and
continue through the 23rd.

EVERGLADES

Federal Savings and
Loan Ass'n.

HUGH J. BRATLEY, Secy.

BELLE GLADE

This is the season to plan build-
ing or remodeling your home.
Let us finance you on small
monthly payments.

ASK US ABOUT OUR
WEEKLY SAVINGS PLAN

INSURANCE

EVERGLADES
INSURANCE AGENCY

Phone 2581. Pabokos

SHOCK ABSORBERS ? ?

Well, you can call them that if you like, for Kilgore's
BRED-RITE seed will certainly absorb the shock of
disappointment at harvest time when GOOD SEED
WOULD HAVE MEANT A PROFIT.

FORDHOOK LIMAS, It's time for that spring crop
to be planted. Our Fordhooks were grown by one
of the best growers in the world.

STRINGLESS BLACK VALENTINES, ask your
neighbor about ours, they're perfect.

Come in and look our stocks over before you buy.

"IF THEY'RE BRED-RITE THEY'RE RIGHT"

KILGORE SEED CO.

PHONE 3501
FAX 100

BELLE GLADE
FEBRUARY 1937

People Do Not Drive Around Looking for These Signs

FOR RENT

With 37,000 chain stores
throughout the nation plugging
Florida grapefruit, independent
merchants are bound to follow
suit—any other course would be
foolhardy. Smart independents

Get Rid of Poisons

Produced by Constipation

A cleansing laxative—purely vege-
table Black-Draught—Covers
thought of thousands of men and
women who have found that by re-
solving the downward movement of
the bowels may dispense enormous
amounts of money in relief.
J. F. Mahaffey, of Kansas, K. C.
writes: "I have learned that Black-
draught is very effective in the cleansing of
the bowels. It has relieved me of
constipation. It takes Black-Draught
as a standard."

WANTED

1,000 HAMPEERS

Of

Round Beans Daily

N. N. STARLING & SON

Belle Glade

They Do Read The Want Ads.

If you have something to Rent,

Sell, Lost or want to Buy, Try

Our Want Ad Column for Results

